

SELLING SALEM DISTRICT

Devoted to Showing Salem District People the Advantages and Opportunities of Their Own Country and Its Cities and Towns.

The Way to Build Up Your Home Town Is to Patronize Your Home People

The Surest Way to Get More and Larger Industries Is to Support Those You Have

Selling Salem District is a continuation of the Salem Slogan and Pep and Progress Campaign

This campaign of publicity for community upbuilding has been made possible by the advertisements placed on these pages by our public-spirited business men—men whose untiring efforts have builded our present recognized prosperity and who are ever striving for greater and yet greater progress as the years go by.

Hunt Bros. Packing Company

Salem, Oregon

Quality Fruits,
Proper growing,
Proper packing,
Intelligent selling,
Courteous treatment,
Community service,

Are the steps to business success

DEHYDRATED and CANNED FRUITS AND VEGETABLES

Oregon Products

King's Food Products Company

Salem—Portland—The Dalles Oregon

Gideon Stolz Company

Salem — Oregon

Manufacturers of
Pure Cider Vinegar,
Carbonated Beverages
and
Lime-Sulphur Solution.

Truck delivery to all parts of the Willamette Valley

Willamette Valley Prune Association

The oldest Association in the Northwest.

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Warm Air Furnaces, plumbing, heating and sheet metal work, tin and gravel roofing, general jobbing in tin and galvanneal iron work.

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FOR YEARS AND YEARS

The Statesman has been supplying the wants of the critical job printing trade—
Proof positive we are printers of worth and merit.
Modern equipment and ideas are the ones that get by.

STATESMAN PUBLISHING COMPANY

Phone 28 & 282, 427 S. Bond St.

PEAR GROWING IN THE WILLAMETTE VALLEY, BY A RECOGNIZED AUTHORITY

Kenneth C. Miller of Sheridan Has a Message of Advice and Encouragement to Men Engaged or Who Ought to Be Engaged in the Industry—Pear Growing Not Likely to Be Overdone.

Editor Statesman:

It is certainly an honor to be asked to write something about the pear industry, for your paper. I have tried to write something which will be of interest and hope that it meets with your approval. My remarks have been confined to Willamette valley conditions. It has been written hastily and in a disconnected way, and I am sorry that I could not give more time and thought to it.

However, if it is along the lines which you wanted, I am glad to have been of service. Yours truly,

KENNETH C. MILLER,
Sheridan, Ore., Jan. 2, 1922.

(Mr. Miller is president of the Oregon Growers Packing corporation, working in conjunction with the Oregon Growers Cooperative association. He is a successful pear grower, and is considered an authority on all branches of the industry. His article is a most interesting and valuable contribution, and deserves wide and careful reading and preservation in the Salem district. The article follows:)

PEAR GROWING IN THE WILLAMETTE VALLEY

Pear growing in the Willamette valley is certainly to be classed as one of the successful

Theo. M. Barr

Plumbing, Heating and Tinning
164 S. Commercial St.
SALEM, Ore.

Ed. CHASTAIN CLOTHING CO.

305 State St.
Men's and Young Men's Clothing and Furnishings
Use my stairs. It pays

SALEM IRON WORKS

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Founders, Machinists and Blacksmiths
Cooper Front & State Sts., Manufacturers of the Shand pump for irrigation and other purposes. Correspondence solicited. Irrigation information supplied. Makers of Salem Iron Works Drag Saws.

HOTEL BLIGH

100 rooms of Solid Comfort
A Home Away From Home

lines of the fruit industry of Oregon.

Like everything else, some failures have been recorded, but these have been due largely to lack of judgment on the part of the orchardist. This lack of judgment may have taken either the form of the wrong variety on the right soil or the right variety on the wrong soil.

Also one other cause for failure was that formerly Bartlett pears were planted without any thought for a canning outlet, at a time when Oregon had few canneries. This I consider also a lack of judgment on the part of the orchardist, at that time.

Not Enough Bartletts

At the present time, however, the Willamette valley does not produce sufficient Bartlett pears to fill our cannery requirements. Upon investigation you will find that Bartlett pears are shipped in here from our neighboring states. This is an economic waste, especially under the high freight rates existing today.

Canner Not to Blame

The canner is not to blame for this. In order to operate economically and successfully, and to avoid a shut down of his plant, he is forced to can pears during that season of the year. To avoid this economic waste and also to help our canneries, we should raise this required tonnage here at home.

In other words, before the pear grower sets out his orchard, he should give these things a very careful and intelligent study. Looking back over a period of years, I think that we can safely say that the pear industry has not suffered from over production nor over planting or any of the ills which beset most of our varieties of fruit today. Nor does

W. W. ROSEBRAUGH CO.

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Foundry and Machine Shop
17th & Oak Sts., Salem, Or.
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Is the Best Butter
More Cows and Better Cows is the crying need
MARION CREAMERY & PRODUCE CO.
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FLUFF RUG WORKS

Salem Carpet Cleaning and
All sizes of Rag and Fluff Rugs Woven
Old Mattress Steaming and Remaking
Otto Zwicker, Prop.
Phone 1184
18 1/2 & Wilbur Streets

the pear industry of the Willamette valley face these troubling conditions in the near future, in fact soil and climatic conditions are certainly with the Willamette valley pear grower today.

Fire Blight Negligible Here

Fire blight, which wiped out the pear industry in the east, has been successfully fought and controlled in Oregon and, as yet, exists in the Willamette valley, at least, to a negligible degree. It is possible our reasonable conditions are not favorable to the growth of the fire blight.

Then, too, I think that as the canners come to understand our present cooperative organizations better and the cooperatives forget that they have a quarrel with the cannery man, the marketing problem for our Bartlett pear growers will be solved.

For Growers to Consider

In going into the pear business, one should first of all determine the varieties you wish to raise. After this has been determined, next select your type of soil.

The different varieties adapted to our conditions will not all be at their best on exactly the same types of soil. It is true, however, that all of them will do well on our bench lands.

Bosc, Bartlett and Clairgeau

From our experience and observation the varieties which should be planted in the Willamette valley are the Bosc, Bartlett and Clairgeau; giving a preference in the order named. The Patrick Barry we also find doing exceedingly well and is growing in favor in our eastern pear markets, and also particularly in England. The D'Anjou and Comice are both high class winter shipping and marketing pears, but from our experience we would place them secondary.

The Bosc we find does particularly well right out on top of our red hills and should not be planted on the heavy wet lands. On these hill conditions, the Bosc makes a wonderful tree growth and bears breaking down crops.

The D'Anjou, on the other hand, does not do so well where the Bosc thrives, but likes a heavier, darker clay and will stand more wet than any of the above. The Bartlett does not show these decided preferences, but does equally well on either, providing the heavy soil has proper drainage. This will serve to point out the chances for mistakes in soils for the different varieties; but don't overlook one other thing in your matter of location. It is this: Look back to our freeze of a few years ago and see where the orchards were planted that survived and where those were planted that did not survive. There was a large acreage lost at that time, and we should not fail to take our lesson from that unfortunate disaster.

All of the above varieties are winter shipping pears with the exception of the Bartlett, which is a late summer or early fall variety. They are also, when properly handled, regular bearers.

The Bartlett for Canning

The Bartlett is very successfully shipped to our eastern markets, under refrigeration, but at the present time stands alone as our best canning pear.

You might wonder at including the Clairgeau. It is not considered a high class pear and does not sell like the Bosc or D'Anjou, for example. It does, however, commence to bear at the youngest age of them all and is a consistently heavy bearer, producing a very light wood growth. It tends both to overbear and to grow fruit of too large a size. It must be regularly thinned, and it is quite hard to thin, so that your tree will support the crop and not have your pears too large for marketing conditions. In our case we must regularly resort to propping the trees. Because it bears so early and consistently and because, considering the variety, we raise it to perfection, I

would not plant a pear orchard in the Willamette valley without including them. One other reason for making a planting of these three varieties is that you can spray, thin, and harvest the fruit consecutively. That will extend your work over a longer period, which is a decided advantage compared with having the whole acreage, bloom, ripen, etc., at the same time.

Pears May Be Too Large

In this connection it is interesting to note the fact that to get the best price, pears must not be too large. This is a distinct marketing difference between pears and apples.

Almost invariably ninety to the box will sell for less than one hundred or one hundred and ten. Usually one hundred and twenty and even smaller will bring as much as the nineties. This is due to the fact that most of our pears are sold from fruit stands. Take the Bosc for example; you can readily see that if they sell on the auction for \$5 per box, the wholesaler pays five cents apiece for 100 to the box. It is almost impossible to retail the larger sizes at a profit, but if there are one hundred and twenty pears to the box the margin of profit is materially increased.

The Patrick Barry also bears regularly and heavily and is a wonderful shipper and keeper, which is rapidly growing in favor, due to the fact that it can be held in storage and brought out in the late spring in prime condition. Its one objection is that it ripens very late, not being ready to harvest until late October, which carries us into our wet, rainy season.

The Comice and D'Anjou have been discouraging to most pear growers, both because of the late age at which they come into bearing and because of the fact that they are somewhat shy or irregular bearers. In the past it has been thought that this fault is due to lack of pollination, but it seems more probable now that it is a pruning problem and a bid fair to be solved in the very near future.

Must Work and Fight

It goes without saying that to be successful in pear growing, you must follow proper up to date cultural methods. The pruning of the pear, while similar to the apple, must be widely varied for the different varieties. Spraying must be practiced, but not so intensively as for the apple. The worms are very easily controlled, but scab, thrips, blister mite and leaf roller must be religiously fought.

The cultivation of the pear does not vary from other orchard practices, but the handling must be more carefully done and the picking must be done with more regard to exact time, than is the case with the apples.

A Wonderful Future

From the above facts, I think that we can safely draw the conclusion that the pear industry has a wonderful future in the Willamette valley, and to be successful it is only necessary to follow the experience of others, which can be summed up under three heads:

First—Plant the proper varieties on the proper soils.

Second—Proper care, which would include cultivation, pruning, spraying, picking and handling.

Third—Get behind some successful marketing agency which will properly merchandise and sell your product for you.

If, as growers, we expect to reap the reward which is justly ours, we must interest ourselves in this marketing problem; otherwise all our investment and years of work will avail us but little.

"I hear that Frederick's wife has run away with his chauffeur."
"Yes, poor fellow!"
"Poor fellow, indeed; He won't get such a chauffeur again!" — Stockholm Strix.

THE VALLEY PACKING COMPANY IS OF GREAT BENEFIT TO THIS CITY

It is Also of Great Help to the Surrounding Country, Developing Swine Breeding on a Larger Scale in This District—Words of F. W. Steusloff.

(Some weeks ago, Hon. I. L. Patterson, known to his familiars and to his brothers of that organization as "Ike," spoke to the Salem Rotary club on marketing conditions here. On account of the fact that Mr. Patterson brought in the Valley Packing company in his discussion, F. W. Steusloff, who is also a Rotarian and is president of the Valley Packing company, was given time by the club a week ago yesterday to explain some of the points raised. Substantially, Mr. Steusloff said:)

"First, I wish to take this opportunity at this time to express my appreciation for having been asked to become a member of this Rotary club. I have enjoyed these weekly meetings, the lunches, the songs and the fine speakers.

"Those of you who were present when 'Ike' made his speech will remember what he said—what great personal friends we were and when in need or trouble he would come to me for relief, sooner than anyone else; and I consider this quite an honor.

"But before Ike got through with his speech before this club he attacked the methods and practices of the Valley Packing company, a company which I am prominently identified with.

"His chief argument was that the company should pay the farmers the Portland market price for hogs.

"Now, let me briefly review the past and present Salem hog market: When I came to Salem, over 30 years ago, there were between three and four thousand hogs raised tributary to the Salem market annually, or about sufficient to supply the local markets in Salem. Now this brings us down to about 1915, when the farmers commenced to raise more corn and produce more hogs. The farmer was long-sighted and took advantage of the opportunity offered by the great demand for pork on account of the World War, when the price reached about 2 1/2 cents per pound on foot. At the close of the war in 1918 the increased supply of hogs continued, and at that time the shippers were sending the surplus hogs to the Portland market, and were paying the farmers 1 1/2 cents under the Portland market price, and this was fair, because it takes 75 cents per 100 pounds to land a shipment in the Portland yards. This is covered by shrinkage, freight, commission, feed, yardage and loss in transit, thus leaving the shipper an average of a half cent a pound profit, or about

\$50 per car for his labor, the use of his automobile and the capital necessary to handle the business.

The Valley Packing Co.

"The Valley Packing Co. began building its present plant in the spring of 1919, and completed the same by January 1, 1920, and started operating on that date, and from the start commenced paying the farmers for hogs half a cent a pound under the Portland market price, or three quarters of a cent more than had ever been paid in Salem—and in round numbers a saving to the farmers of about \$25,000 annually, besides a ready market for hogs six days a week.

Salem is Benefited

"On account of the plant having been built, there is an annual pay roll of about \$65,000; \$24,000 for incidentals; employment for 40 employees, and over a half million dollars paid annually to the farmers for livestock.

"And another great benefit is that this has United States government inspection, and every animal slaughtered in this plant is inspected by a United States veterinarian, educated for that purpose, and paid by the government—and all animals found infected with tuberculosis or other disease or found unfit for human food are condemned and placed in a sealed tank and steamed and cooked for soap grease and fertilizer. The loss to the plant by condemnation amounts to about \$100 per month.

"The plant is producing some of the finest quality of hog products possible, and is second to none in the United States, and this is a great advertisement to the city of Salem. The Cascade Brand is in demand. It took some nerve to build this plant and compete with the larger packers who have a great selling organization and invade all of the territory covered by the Valley Packing company.

"To one of Salem's great financial institutions belongs the credit; that helped to make this plant possible and a success."

Earnings of Packing Concerns

Mr. Steusloff read the following extract from an article in the "National Provisioner," Chicago, the official publication of the Institute of American Meat Packers, giving a summary of an investigation into the profits of the leading manufacturers of the United States, as follows:

Earnings on Stockholders' Investments

"Naturally this was the first analysis undertaken. The meas-

We Will Give Our Best Efforts

At all times to assist in any possible way the development of the fruit and berry industries in this valley.

Oregon Packing Co.

Why suffer with Stomach Trouble when Chiropractic will Remove the Cause

Your Health Begins When You Phone 87

for an appointment

Drs. SCOTT & SCOFIELD

F. S. C. Chiropractors
Ray Laboratory 414 to 419 U. S. Nat'l Bldg.
Hours 10 to 12 a.m. and 2 to 6 p.m.

ure used was the amount of final net profits earned annually upon the investment of the stockholders, meaning capital stock, surplus, and appropriated surplus. We found that for the nine years ended 1921 the group of packing companies showed average annual earnings on their stockholders' investment of 6.3 per cent, as compared to an average of all of the available companies of 8.5 per cent. The earnings of the four war years of the packing companies averaged per year was 14.4 per cent, which compares to the average of all companies per year of 14.0 per cent.

"On this basis we can assume that the earnings on stockholders' investments in this industry are quite comparable to the earnings of other manufacturing industries. At least they are not greater.

Margin Earned on Sales

"The next analysis undertaken was the margin earned on sales in different lines of business. This information was obtainable for a smaller number of companies, as many do not publish sales. There are, however, sufficient in the group to give representative averages.

"We found the packing companies earned over a period of nine years an average margin on sales of 1.3 per cent, which was the narrowest margin shown by any industry. The average margin of all companies over the period of years was 6.6 per cent. That is, the margin on sales earned by packing companies was approximately one-fifth the average margin retained in manufacturing and merchandising industries."

Mr. Steusloff, in the course of his remarks, called attention to another fact that is of very general interest. Referring to the fact that tuberculosis in the human family in the United States has been reduced 50 per cent from 1907 to the present time, he said that there is no doubt that this showing is due in part to the government inspection of meats.

SALEM DISTRICT HENS WIN HONORS

Hanson's Eight White Leghorns Win Over All Foreign Pens in World Contest

J. A. Hanson, the Corvallis poultryman, has just been notified that his pen of eight White Leghorns, which he shipped to England a year ago and were a month on route, to be entered in the London Daily Mail egg-laying contest, had won over all foreign pens with 22 points to their credit; it above their nearest competitors and with 1683 eggs to their credit for the year. This Oregon pen of White Leghorns ranked 24th

(Continued on page 3)

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Salem, Oregon